

**MANSFIELD DOWNTOWN PARTNERSHIP  
BOARD OF DIRECTORS  
Thursday, December 3, 2015  
Mansfield Town Hall  
Town Council Chambers**

**4:00 PM**

**MINUTES**

Present: Steve Bacon, Tom Callahan, Anne D'Alleva, Mona Friedland, George Jones, June Krisch, Bonnie Kumiega, Philip Lodewick, Paul McCarthy, Toni Moran, Diana Pelletier, Steve Rogers, Paul Shapiro, and Bill Simpson

Board Member Emeritus: Betsy Paterson

Staff: Cynthia van Zelm, Partnership attorney John Zaccaro

Guests: Howard Kaufman, Principal and CEO of LeylandAlliance; Dan Zelson, Principal with Charter Realty Development (by phone)

**1. Call to Order**

President Philip Lodewick called the meeting to order at 4:05 pm.

New Board member Bonnie Kumiega introduced herself as did the rest of the Board members.

**2. Opportunity for Public to Comment**

There was no public comment.

**3. Approval of Minutes of November 5, 2015**

Paul Shapiro made a motion to approve the minutes of November 5, 2015. Mona Friedland seconded the motion. The motion was approved.

Tom Callahan made a motion to add the contract with UConn for a plan for the Phase 2 public spaces, and the appointment of Bob Jordan to the Advertising and Promotion Committee as additional agenda items. Toni Moran seconded the motion. The motion was approved.

**4. State of Connecticut Nondiscrimination Certification-Affidavit**

Cynthia van Zelm said the State of Connecticut Nondiscrimination Certification is required to be approved by the Board before UConn releases funding for the Partnership for the current fiscal year.

Bill Simpson made a motion to approve the State of Connecticut Nondiscrimination Affidavit that reads as follows "That the policies of the Mansfield Downtown Partnership comply with the nondiscrimination agreements and warranties of Connecticut General Statutes Section 4a-60 (a) (1) and Section 4a-60a (a) (1), as amended," and authorize Steve Rogers, Partnership Secretary, to sign said affidavit. Mr. Callahan seconded the motion. The motion was approved.

Ms. Moran made a motion to go into Executive Session according to Connecticut General Statutes sections 1-200 (6) (E) and 1-210 (b) (5). Diana Pelletier seconded the motion. The motion was approved unanimously.

**5. Executive Session pursuant to Connecticut General Statutes sections 1-200 (6) (E) and 1-210 (b) (5)**

Present: Board members: Mr. Bacon, Mr. Callahan, Ms. D'Alleva, Ms. Friedland, Mr. Jones, Ms. Krisch, Ms. Kumiega, Mr. Lodewick, Mr. McCarthy, Ms. Moran, Ms. Paterson, Ms. Pelletier, Mr. Rogers, Mr. Shapiro, Mr. Simpson

Also Present: Mr. Kaufman, Ms. van Zelm, Mr. Zaccaro, Mr. Zelson

**6. Executive Director Report**

Mr. Kaufman left the meeting and Mr. Zelson ended the call.

Ms. van Zelm said a steering committee comprised of Mr. Lodewick, Mr. Callahan, Ms. Friedland, Matt Hart, Ms. Paterson, and Ms. Pelletier had interviewed three consultant teams and had two more to interview over the next week. The goal is to have a recommendation for the Board at its January 7 Board meeting.

Ms. van Zelm said Winter Welcome will be held this Saturday, Dec. 5, downtown. She commended the work of Partnership staff Kathleen Paterson, Betsy Paterson, and the Advertising and Promotion Committee for their work on this event. The event is larger this year and will continue to grow.

**7. Phase 2 Public Spaces Plan Contract**

Ms. Paterson made a motion to authorize Executive Director Cynthia van Zelm to sign a contract with Kristin Schwab, UConn Associate Professor of Landscape Architecture, to develop a plan for the public spaces in Storrs Center. George Jones seconded the motion. The contract calls for a commitment of \$3,000 to provide grant-in-aid to support student intern

work on the project. The motion was approved. Ms. van Zelm said she will sending an invoice to Leyland and EdR to pay for one-third of the cost of the plan.

#### **8. Recommendation of Jim Watt and Bob Jordan to the Partnership Advertising and Promotion Committee**

Ms. Moran made a motion to appoint Jim Watt and Bob Jordan to the Partnership's Advertising and Promotion Committee. Ms. Paterson seconded the motion. Ms. Moran said both Mr. Watt and Mr. Jordan have extensive marketing experience and will be very helpful to the Committee. The motion was approved.

#### **9. Approval of 2016 Meeting Dates**

June Krisch made a motion to approve the Mansfield Downtown Partnership meeting dates for 2016. Steve Bacon seconded the motion. The motion was approved.

#### **10. Report from Committees**

##### Advertising and Promotion

Chair Moran said the Committee was continuing to look for new members.

She said the Committee is continuing to work with the UConn student group ATION on an advertising campaign for Downtown Storrs. The Committee had reviewed the first draft of a video to promote the downtown. The Committee provided some suggestions and ATION will come back with a final draft. Ms. Moran said the ATION team created an exciting and charming video.

##### Finance and Administration

Chair Tom Callahan said the Committee continued to track the close out of Storrs Center grants. An update on the brownfields, Main Street Investment, and STEAP 2 grants were included with the Board packet. He said the goal is for Town staff to finish its paperwork in December.

Mr. Callahan said the budget process will start in December.

He deferred a discussion on the estimated real estate assessment for Storrs Center until Town Manager Matt Hart could be at the meeting.

##### Membership Development

Chair George Jones said the Committee is preparing the membership renewal letters and will finalize them at its meeting on December 21. The letters will go out in early January.

## Planning and Design

Chair Steve Bacon said the Committee met with Lou Marquet with LeylandAlliance to review the preliminary Sustainability Guidelines checklist for Main Street Homes.

He said the Committee will meet with Kristin Schwab and her students at its December 15 meeting to receive their feedback on what they see as priority improvements for the public areas in Storrs Center.

### **11. Other**

Mr. Callahan referred to the Open Mansfield flyer that Ms. van Zelm had shared with the Board. Ms. van Zelm said the Town had set up a website with the goal of being very transparent about its budget. Mr. Shapiro said the website shows where the Town taxes go. Ms. Moran said the website is administered by Town staff and the OpenGov staff.

### **12. Adjourn**

Ms. Paterson made a motion to adjourn. Mr. Jones seconded the motion. The motion was approved and the meeting adjourned at 5:25 pm.

*Minutes taken by Cynthia van Zelm.*